

Message Text

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INFO OCT-01 EUR-12 ISO-00 EB-07 OES-05 USIA-15 RSC-01 /041 R

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R 172029Z DEC 74

FM SECSTATE WASHDC

TO AMEMBASSY ROME

INFO AMCONSUL MILAN

UNCLAS STATE 276069

E.O. 11652 N/A

TAGS: BEXP IT

SUBJECT: COUNTRY COMMERCIAL PROGRAM

1. FOR POST'S INFORMATION, OIM CONSIDERING FOLLOWING
CAMPAIGNS FOR FY 76 COUNTRY COMMERCIAL PROGRAM:

A. COMPUTERS AND RELATED EQUIPMENT. EVENT: TC EXHIBITION

B. PRINTING & GRAPHIC ARTS EQUIPMENT. EVENT: TC EXHIBITION.

C. WATER AND AIR POLLUTION CONTROL. EVENT: TC EXHIBITION IN CONJUNCTION WITH RICH-MAC FAIR.

D. MACHINE TOOLS, METAL FINISHING, SURFACE TREATMENT
EQUIPMENT AND SUPPLIES, EVENTS: MACHINE TOOL AND
ACCESSORIES JEEP AND TC FINISHING AND SURFACE TREAT-
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MENT EXHIBITION.

E. MATERIALS HANDLING EQUIPMENT. EVENTS: 33 PERCENT OF TC INDUSTRIAL MAINTENANCE AND PLANT OPERATION EXHIBITION AND 60 PERCENT OF PORT FACILITIES TRADE MISSIONS.

F. ENERGY SOURCES. EVENTS: FOREIGN BUYER PROGRAM, WORLD ENERGY ENGINEERING EXPOSITION AND CONGRESS, CHICAGO, NOV. 1975. U.S. EXHIBITION, NUCLEX, BASEL, SWITZERLAND,

G. AVIONICS AND GROUND SUPPORT EQUIPMENT. NO EVENTS SCHEDULED.

H. ELECTRONIC PRODUCTION EQUIPMENT AND ELECTRONIC COMPONENTS. NO EVENTS SCHEDULED.

I. TELECOMMUNICATIONS EQUIPMENT OR PROCESS CONTROL INSTRUMENTATION. NO EVENTS SCHEDULED.

J. CONSUMER PRODUCTS EMPHASIZING TEXTILE AND TEXTILE PRODUCTS. (INCLUDED AT THE REQUEST OF THE OFFICE OF TEXTILES WHICH LISTS ITALY AS ONE OF TEN TOP MARKETS FOR U.S. TEXTILES.) EVENT; IN-STORE PROMOTION. UNDETERMINED PERCENT.

K. MAJOR PROJECTS.

2. LISTED EVENTS DO NOT INCLUDE MULTI-COMPANY BSPTS THAT MAY BE IN PLANNING STAGE AT MILAN TC.

3. OVERSEAS PRODUCT SALES DIVISION OF OED ACTIVITY TO BE INCLUDED IN APPROPRIATE CAMPAIGNS OR IN NON-CAMPAIGN ACTIVITIES.

4. USIA REQUESTS THAT POST COMMERCIAL SECTION CONTACT THE PUBLIC AFFAIRS OFFICER SO THAT HE MIGHT DEVELOP INFORMATIONAL SUPPORT ACTIVITY TO BE INCORPORATED IN THE CCP CAMPAIGNS.

5. POST IS REQUESTED TO CONCUR WITH SELECTED CAMPAIGNS OR TO SUGGEST ALTERNATES. ALSO REQUESTED TO RECOMMEND UNCLASSIFIED

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AND QUANTIFY SUPPORT ACTIVITIES.

6. TENTATIVE FY 77 CAMPAIGNS WILL BE ADVISED PRIOR DEC. 31.

7. FIRST WASHINGTON ACTION GROUP MEETING HELD DEC. 3. GROUP PLEASED AT PROGRESS MANIFESTED BY POST EVALUATION A-686. CONCUR REDUCTION IN BUSINESS AUTOMATION

OBJECTIVES DUE CANCELLATION SEPT. JEEP. ALSO, POST MAY
WISH REALLOCATE RESOURCES FROM ONE CAMPAIGN TO ANOTHER
AS CANCELLATIONS OCCUR. IF SO, PLEASE ADVISE ACTION
PROPOSED. KISSINGER

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